

Audi strengthens leadership in China and appoints interim Managing Director of Audi Sport

Ingolstadt/Beijing, October 22, 2026 — Audi is strengthening its leadership in the strategically important Chinese market while also making changes to the management of Audi Sport GmbH. Effective November 1, 2026, Jeff Zhang will become President of Audi China. Rolf Michl, currently Managing Director of Audi Sport GmbH, will move to China as Chief Operating Officer (COO). As part of the leadership realignment, the structure of the Audi China Board of Management will also be streamlined, with Jeff Zhang and Rolf Michl jointly leading the organization. Rouven Mohr, Member of the Board of Management of AUDI AG responsible for Technical Development, will assume interim leadership of Audi Sport. Johannes Roscheck, the current President of Audi China, will return to Ingolstadt. He has played a key role in shaping Audi's strategic development in China during a period of profound change.

Key facts

- Jeff Zhang will take over as President of Audi China on November 1, 2026, succeeding Johannes Roscheck.
- Rolf Michl will move to China as Chief Operating Officer (COO).
- Jeff Zhang and Rolf Michl will jointly form the Board of Management of Audi China as of November 1, 2026.
- Rouven Mohr will assume interim leadership of Audi Sport GmbH in addition to his responsibilities as a Member of the Board of Management.

With these appointments, Audi is strengthening its operational leadership in China. The market is evolving rapidly, with new competitors, technological innovations and changing customer expectations placing significant demands on automakers. Audi is responding to these developments with a lean and focused management structure. The company is therefore relying on a leadership team that combines international experience, in-depth local market knowledge and a strong focus on execution.

“China is one of Audi's most important markets. With Jeff Zhang and Rolf Michl, we are strengthening our leadership team on the ground, combining international experience with a deep understanding of the Chinese market and the Audi brand. Our goal is to execute our strategy consistently, respond even faster to our customers' needs and sustainably strengthen our competitiveness. At the same time, Rouven Mohr will ensure continuity at Audi Sport, drawing on his extensive experience in developing high-performance vehicles.”

Gernot Döllner, CEO of AUDI AG

Jeff Zhang to become President of Audi China

Jeff Zhang has more than 20 years of international management experience. Most recently, he served as Vice President and CEO of the Chery brand at Chery International. Previously, he was responsible for the Chinese automaker's European operations and served as Managing Director of Alfa Romeo and DS Automobiles in China at Stellantis.

From 2018 to 2020, Zhang held senior leadership positions at Audi in China. Among other responsibilities, he helped establish the SAIC Audi sales organization and contributed to strategic projects involving FAW Audi. His international career also includes leadership positions at Nissan in Japan and North America. Zhang combines experience in the international premium automotive business with extensive knowledge of the Chinese automotive market and its manufacturers.

Rolf Michl to become COO of Audi China

Rolf Michl will take over as Chief Operating Officer of Audi China on November 1, 2026. Since September 2022, he has served as Managing Director of Audi Sport GmbH, overseeing the business of Audi's high-performance RS models, the vehicle individualization program 'Audi exclusive' and all other business areas of the company.

Michl holds a degree in business administration and began his career at Audi in 2007 in product marketing. He subsequently held various leadership positions in Product Management, Sales and Marketing. In 2022, he took over as Head of Audi Sport Racing before being appointed Managing Director of Audi Sport GmbH shortly thereafter. Michl brings extensive experience within the Audi brand, along with a strong track record in leading and operationally developing business entities.

Rouven Mohr to assume interim leadership of Audi Sport GmbH

Rouven Mohr will take over as interim Managing Director of Audi Sport GmbH on November 1, 2026. He will assume this responsibility in addition to his role as Member of the Board of Management of AUDI AG responsible for Technical Development, a position he has held since March 2026.

Mohr began his career at AUDI AG in Ingolstadt in 2008. He subsequently held various leadership positions in vehicle development, including responsibility for the Audi R8 and several SUV and performance models. In 2017, he moved to Lamborghini, where he initially headed overall vehicle validation before becoming Chief Technical Officer in 2022, overseeing the company's technical development. With his extensive experience in developing high-performance vehicles, Mohr brings deep technical expertise and a thorough understanding of the requirements of the performance segment.

Johannes Roscheck to return to Ingolstadt

Johannes Roscheck, currently President of Audi China, will hand over his responsibilities effective November 1, 2026. He will return to Ingolstadt in early 2027.

"Johannes Roscheck has led Audi in China through a period of profound transformation with great dedication, foresight and personal commitment. He has played a pivotal role in advancing our dual-brand strategy, strengthening our collaboration with our Chinese joint venture partners and shaping Audi's strategic realignment in China. I would like to express my sincere appreciation for his contributions. I also want to thank Rolf Michl for his successful leadership of Audi Sport. I wish Jeff Zhang, Rolf Michl and Rouven Mohr every success in their new roles."

Gernot Döllner, CEO of AUDI AG



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About Audi

Audi combines premium mobility with technological progress and pioneering design. For more than five decades, "Vorsprung durch Technik" has embodied Audi's technological ambitions.

Audi offers a broad portfolio of premium vehicles for different customer needs and regional requirements. The Audi Group operates in more than 110 markets, manufactures vehicles at 21 production sites in twelve countries, and employs more than 88,000 people worldwide. The brand's history dates back to 1909. Since 2026, Audi has also competed in Formula 1 with its factory team.

In addition to the Audi brand, the Audi Group includes the sports-car manufacturer Lamborghini, the luxury brand Bentley, and the motorcycle manufacturer Ducati.

Find out more about the Audi Group [here](#).
